160 VARICK STREET, 5TH FLOOR, NEW YORK, NY 10013
T: 646.336.3000 F: 646.336.3011 WWW.NOVOCORP.COM

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PMUSA.com *Health Issues* Content Lab Worksheet

April 12, 2002

PM3001114054

Source: https://www.industrydocuments.ucsf.edu/docs/lnxk0001

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NOVO / Giant Step — 3/15/02

Section I – Facts about your category to consider.

a. Relevant ISAR (Internet Solutions Analysis Report) Results: February 2002

- #25 top page viewed within PMUSA.com for February
  - 3,452 page views; 0.6% of PMUSA.com overall page views
- *Health Issues* was not in the Top 25 Entry pages for February, but conversely was the #17 Exited page within site
- As the #3 visited page in Tobacco Issues, *Health Issues'* page views makes up 12% of the sections overall traffic
- Visitors to the *Health Issues* page consistently make their way to both *Ingredients In Cigarettes* and *Tar & Nicotine Numbers* sub-sections during their visitors

b. Relevant focus group findings

- Many focus group participants complained that this section's information was not practical or useful.
- Many focus group participants said the *Quitting Smoking* section doesn't provide concrete recommendations or action steps on how to quit.
- Many focus group participants said that the most important issue for PMUSA.com should be "health issues related to smoking."
- *Health Issues* section was one of the two best-received sections for its succinct, candid, spin-free content delivery.

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Section II – Discussion topics to consider for your group's Content Lab. ***Please answer the following prior to your Content Lab.***

a. How have your group's objectives changed since your last content update?

b. Do you own content in your site section that **must not** change?

c. Do you own content in your site section that **must** change?

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d. What site features would you like to have in your section to encourage dialogue with your audiences (i.e., opinion poll, newsletter registration, etc…)?

e. What content in your section would you like to see represented graphically (i.e., statistics as charts, etc…)?

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